

AMERICAN BOOKSELLERS ASSOCIATION, INC.
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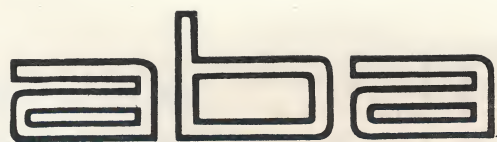
news wire



MR. THEODOR NELSON
TED NELSON PUBLISHER
25 S. SEVENTH AVE
LA GRANGE IL 60525

AM





newswire

December 13, 1976

NATIONAL

Melvin Belli, MELVIN BELL: MY LIFE ON TRIAL, Morrow, \$10.95

NATIONAL -
Mike Douglas - TV Synd. - 12/13
(tape; check local listings)

Milbourne Christopher, HOUDINI: A PICTORIAL LIFE, T.Y. Crowell, \$14.95

NATIONAL -
Today - NBC-TV Network - 11/15
(tape; to air 12/15)
Good Day - TV Synd. - 12/21

BALTIMORE - 12/20
Larry Angelo - WJZ-TV
2's Company - WMAR-TV (tape)
Action News At Noon - WBAL-TV
Interface - WCBM Radio (tape)

BOSTON - 12/21
WEEI Radio (tape)
WBCN-FM Radio (tape)
On The Paths To Higher Consciousness
- WBUR-FM Radio (tape)

TORONTO - 12/31
Ninety Minutes Live - CBC-TV
Network

Dick Clark & Richard Robinson, ROCK, ROLL AND REMEMBER, T.Y. Crowell, \$9.95

NATIONAL -
Tomorrow - NBC-TV Network - 12/13
(tape; check local listings)
Phil Donahue - TV Synd. - 12/21
(tape; check local listings)

Alex Comfort, A GOOD AGE, Crown, \$10.00

NATIONAL -
CBS Morning News - CBS-TV Network
- 12/20

Clive Cussler, RAISE THE TITANIC!, Viking, \$8.95

NATIONAL -
Book Beat - TV Synd. - 12/14
(tape; check local listings)

CHICAGO - 12/14-15
Chicago Daily News interview
Arlington Heights Herald interview
Artsforum - WBEZ-FM Radio (tape)
Eddie Schwartz - WIND Radio
Chicago Sun Times interview - 12/15
Chicago Tribune interview
Lerner Home Newspapers interview
WDAI Radio interview

Dr. Seymour Diamond, MORE THAN TWO ASPIRIN, Follett Publishing, \$8.95

NATIONAL -
Today - NBC-TV Network - 12/17

DETROIT - 12/15
A.M. Detroit - WXYZ-TV
Insight - CBET-TV (Windsor) -
tape
Among Other Things - WWJ Radio

Dr. Wayne Dyer, YOUR ERRONEOUS ZONES, Funk & Wagnalls, \$6.95

NATIONAL -
Merv Griffin - TV Synd. - 12/16
(tape; check local listings)
Tonight - NBC-TV Network - 12/21
(fourth appearance)

Bud Greenspan, WE WUZ ROBBED!, Grosset & Dunlap, \$12.95, paper \$6.95, pub. date 11/22

NATIONAL -
Tonight - NBC-TV Network - 12/15
Today - NBC-TV Network - 11/29

CHICAGO - 12/13-14
A.M. Chicago - WLS-TV
Roy Leonard - WGN Radio
David Baum - WIND Radio
Books & You - WLAK-AM Radio
Chicago Tribune interview
Chicago Daily News interview

Greenspan cont'd next column

Greenspan (cont'd)

LOS ANGELES - 12/15-17
Nine In The Morning - KHJ-TV
Dealing - KPFK Radio
Open Phone Forum - KFI Radio
Close-Up - KHJ Radio
Bud Furillo, Sports Director -
KIIS-AM Radio
Los Angeles Times interview
Los Angeles Herald Examiner
interview
Long Beach Independent Press
Telegram interview

More To Come

Richard Harris, FREEDOM SPENT, Little, Brown, \$12.95

NATIONAL -
Firing Line - PBS-TV Network - 1/3
(taped; WOR-TV in New York)

NEW YORK -
Phone interview - WMMR Radio
Philadelphia - 12/22 (tape)
New Morning - WPLJ Radio - 1/6
(tape)

Sterling Hayden, VOYAGE: A NOVEL OF 1896, Putnam, \$12.95, pub. date 12/29

NATIONAL -
Women's Wear Daily interview - 12/6
Newsweek interview - 12/9
Publisher's Weekly - 12/17

NEW YORK -
New York Daily News - 12/17

SAN FRANCISCO - 1/3
San Francisco Chronicle interview

LOS ANGELES - 1/4-5
CHICAGO - 1/6-7
NEW YORK - 1/10-13

Yousuf Karsh, KARSH PORTRAITS, New York Graphic Society/Little, Brown, \$24.95

NATIONAL -
Mike Douglas - TV Synd. - 12/15
(tape; check local listings)

Robert Merrill, BETWEEN ACTS, McGraw-Hill, \$9.95

NATIONAL -
Merv Griffin - TV Synd. - 1/1
(tape; check local listings)

Ralph Nader w/ Mark Green & Joel Seligman, TAMING THE GIANT CORPORATIONS, W.W. Norton, \$10.50

NATIONAL -
Mike Douglas - TV Synd. - to begin airing 12/27

Dan Perkes, EYEWITNESS TO DISASTER, Hammond, \$12.95

NATIONAL -
National Inquirer - weekly serial of 7 chapters - starts in 1/25 issue.

Mae Shafter Rockland, THE JEWISH YELLOW PAGES, Schocken, \$15.00, paper \$7.95, pub. date 11/22

BOSTON - 12/15-16
Woman '76 - WBZ-TV
WEEI Radio interview
WBUR Radio interview
Massachusetts Council Of Rabbis - WSBK-TV

PITTSBURG, CLEVELAND, MINNEAPOLIS, CHICAGO - 1/17-21

Betty Rollin, FIRST, YOU CRY, J.B. Lippincott, \$7.95

NATIONAL -
Tomorrow - NBC-TV Network - airs 12/15
Not For Women Only - NBC-TV Network - airs wk. of 1/24 (Rollins seg. airs 1/27)

Jeffrey St. John, JIMMIE CARTER'S BETRAYAL OF THE SOUTH, Green Hill, \$1.75

NATIONAL -
Mike Douglas - TV Synd. - 12/1 (tape; to air 1/12,19,26, 2/2)

Francis A. Schaeffer, HOW SHOULD WE THEN LIVE? Revel1. \$10.95 until 1/1, then \$12.95 (Tour arranged thru Betsy Nolan Public Relations, Inc.)

Dr. Schaeffer to give a series of film seminars in the following cities:
OAKLAND/SAN JOSE - 1/27-29
PORTLAND - 1/31
WINNEPEG - 2/3
CHICAGO - 2/7-9
INDIANAPOLIS - 2/10-11
SEATTLE - 2/16
TORONTO - 2/17-18
PITTSBURGH - 2/21
BOSTON - 2/24
DENVER - 2/26
LOS ANGELES - 3/1
ATLANTA - 3/3-5
NASHVILLE - 3/8
GRAND RAPIDS - 3/15
FT. WORTH - 3/17-19
HOUSTON - 3/21-22
DALLAS - 3/24-26

Gary Smith, WINDSINGER, Sierra Club Books, \$7.95

NATIONAL -
Cross Talk - CBS Radio Network - 12/13

PHILADELPHIA - 12/9-12/11
WRTI Radio (tape)
WIIQ-FM Radio (tape)
Philadelphia Inquirer interview - 12/10
Today in Delaware Valley - KYW-TV

WASHINGTON, D.C. - 12/13-14
Panorama - WTTG-TV - 12/14
Follett's John Hopkins Univ. Bk. Ctr., Baltimore - autographing

Wilbur Smith, EAGLE IN THE SKY, SHOUT AT THE DEVIL, WHEN THE LION FEEDS, Dell Books, \$1.95

NATIONAL -
Roundtable - UPI Audio Radio Synd. - 12/15
Daily Planet - Radio Synd. - 12/8
Jim Randall - AP Radio - 12/18
Kirsten Lindquist - AP Radio - 12/21

LOS ANGELES - 12/7-8
George Putnam - KIEV Radio

SAN DIEGO - 12/9
You're On - KSCT-TV
Instant Opinion - KITT Radio

DETROIT - 12/10
Focus - WJR Radio
Meet The Author - Detroit Public Library

CHICAGO - 12/11-13
Jack Lee - WLAK Radio - 12/13
Sherm Kaplan - WBBM Radio
Today In Chicago - WMAQ-TV

Smith cont'd next column

Smith (cont'd)

NEW YORK - 12/15-17
Ralph Gardner - WRVR Radio - 12/16
Daily News interview

BOSTON - 12/18-20
Jim Seavor - WEAN Radio - 12/20
Ann Hathaway - WEEI Radio
Sherm Feller - WRYT Radio
Steve Fredericks - WMEX Radio

WASHINGTON, D.C. - 12/21-22
Nine In The Morning - WTOP-TV - 12/22
John Alexander - WMAL Radio
Empathy - WWDC Radio

Dr. Claire Weeks, AGORAPHOBIA: SIMPLE EFFECTIVE TREATMENT, Hawthorn, \$6.95 (Tour arranged thru Betsy Nolan Public Relations/Localmedia)

HONOLULU - 1/2-4
LOS ANGELES - 1/5-8
SAN FRANCISCO - 1/8-10
PORTLAND - 1/11
SEATTLE - 1/12
DENVER - 1/13-15
MEMPHIS - 1/16-18
HOUSTON - 1/19
BIRMINGHAM - 1/20
ATLANTA - 1/21-23
NASHVILLE - 1/24
CINCINNATI - 1/25
INDIANAPOLIS - 1/26
CHICAGO - 1/27-29
NEW YORK - 1/30-2/5
MINNEAPOLIS - 2/6-8
DETROIT - 2/9
CLEVELAND - 2/10
PITTSBURGH - 2/11
NEW YORK - 2/12-13
TORONTO - 2/14-15
BOSTON - 2/16
PHILADELPHIA - 2/17
WASHINGTON, D.C. - 2/18
NEW YORK - 2/19

REGIONAL

NEW ENGLAND

John Cole, FROM THE GROUND UP, Atlantic-Little, Brown, \$7.95

CAMBRIDGE, MA - 11/29
Harvard Crimson newspaper interview

MIDDLE ATLANTIC

Glenn Infield, LENI RIEFENSTAHL: THE FALLEN FILM GODDESS, T.Y. Crowell, \$9.95

PITTSBURGH - 12/20
Pittsburgh At Noon - WIIC-TV

METROPOLITAN NEW YORK

Terri Schultz, BITTER SWEET:
SURVIVING AND GROWING FROM
LONELINESS, T.Y. Crowell, \$8.95

NEW YORK -

Young Side - WABC Radio - 11/24
(tape)
Noon News - WOR-TV - 11/26 (tape)
Jeanne Parr - WCBS-TV - 12/16
(tape)
Lee Graham - WNYC Radio - 12/1
(tape)
Joe Franklin - WOR-TV - 12/6 (tape)
Ralph Gardner - WRVR-FM Radio (tape)
Postscripts - WEVD Radio - 12/16
(tape)
Sally Jesse Raphael - WMCA Radio
- 12/20

ADVERTISING SCHEDULES

Viking Penguin Inc. has extended its
1976 Christmas offer through Tuesday,
December 14, enabling retail booksellers
to order the following 13 titles.

Viking Penguin Inc. offers 45% discount
on orders of 25 or more assorted books
chosen from the following titles. To
order use the toll free number (800)
631-3577. These Christmas Special
orders will be given priority for
immediate shipment, FOB East Rutherford,
NJ, warehouse.

Ladies Home Journal, THE JOURNAL OF
THE CENTURY, \$16.95
Judith Guest, ORDINARY PEOPLE, \$7.95
Clive Cussler, RAISE THE TITANIC!,
\$8.95
Frederick Forsyth, THE SHEPHERD, \$4.95
Saul Bellow, TO JERUSALEM AND BACK,
\$8.95
Morton Mintz & Jerry S. Cohen, POWER
INC., \$15.00
THE NEW YORKER ALBUM OF DRAWINGS,
\$15.00
Philip Snyder, THE CHRISTMAS TREE
BOOK, \$28.50
Jean Lipman, CALDER'S UNIVERSE, \$28.50
Bryan Holme, ed., THE KATE GREENWAY
BOOK, \$8.95
Joe Lasker, MERRY EVER AFTER, \$7.95
THE LAWLESS STATE, \$2.95
Ernst Haas, THE CREATION, \$8.95

Clive Cussler, RAISE THE TITANIC!,
Viking, \$8.95

Coop ads with B. Dalton/Pickwick on
200 billboards on major thoroughfares
in the Los Angeles area thru 11/25-
12/25.

LOS ANGELES TIMES BOOK REVIEW - 12/19
(tentative)

John Gardner, OCTOBER LIGHT, Knopf,
\$10.00
Tom Wolfe, MAUDE GLOVES & MADMEN,
CLUTTER & VINE, Farrar, Straus &
Giroux, \$8.95
CASTENADA'S JOURNEY, Capra Press,
\$10.00
R. Buckminster Fuller, AND IT CAME
TO PASS... NOT TO STAY, Macmillan,
\$6.95
Glenn Infield, LENI RIEFENSTAHL: THE
FALLEN FILM GODDESS, Crowell, \$9.95
Leni Riefenstahl, THE PEOPLE OF KAU,
Harper & Row, \$25.00
Len Deighton, CATCH A FALLING SPY,
Harcourt Brace Jovanovich, \$7.95

NATIONAL OBSERVER - 12/18 (tentative)

Dorothy Lobrano Guth, editor, THE
LETTERS OF E.B. WHITE, Harper &
Row, \$15.00
Francine du Plessix Gray, LOVERS &
TYRANTS, Simon & Schuster, \$8.95
Joseph P. Lash, ROOSEVELT AND
CHURCHILL: 1939-1941, Norton,
\$12.95
W.A. Swanberg, NORMAN THOMAS: THE
LAST IDEALIST, Scribner's, \$14.95

NEWSWEEK - 12/27 (tentative)

Sterling Hayden, VOYAGES, Putnam, \$12.95
Noel Perrin, editor, THE ADVENTURES
OF JONATHAN CORNCOB: WRITTEN BY
HIMSELF, David R. Godine, \$8.95
Michael Arlen, THE VIEW FROM HIGHWAY
1, Farrar, Straus & Giroux, \$8.95
Piers Paul Read, POLONAISE, Lippin-
cott, \$10.00

NEW YORK TIMES BOOK REVIEW - 12/26
(tentative)

Philip Larkin, A GIRL IN WINTER,
Overlook/Viking, \$8.95
John Gardner, OCTOBER LIGHT, Knopf,
\$10.00
Walter Arndt, ANNA AKHMATOVA: SELECTED
POEMS, Ardis, \$10.95, paper \$3.95
Amanda Haight, ANNA AKHMATOVA: A POETIC
PILGRIMAGE, Oxford, \$10.00
Tom Wolfe, MAUDE GLOVES & MADMEN,
CLUTTER & VINE, Farrar, Straus &
Giroux, \$8.95
William Bickley, Jr., AIRBORNE,
Macmillan, \$12.95
Albert Murray, STOMPEN' THE BLUES,
McGraw-Hill, \$12.95
Ole Brask & Dan Morgenstern, JAZZ
PEOPLE, Abrams, \$25.00
Eugen Loeb1, HUMANOMICS, Random
House, \$6.95
Eugen Loeb1, MY MIND ON TRIAL,
Harcourt Brace Jovanovich, \$8.95
Dick Gregory, UP FROM NIGGER, Stein
& Day, \$10.00

NEW YORK TIMES BOOK REVIEW cont'd

NEW YORK TIMES BOOK REVIEW (cont'd)

Isadora Barmash, FOR THE GOOD OF THE
COMPANY, Grosset & Dunlap, \$10.00
Ralph Nadar, Mark Green & Joel
Seligman, TAMING THE GIANT
CORPORATION, Norton, \$10.50

TIME MAGAZINE - 12/20 (tentative)

John Gardner, OCTOBER LIGHT, Knopf,
\$10.00
Dorothy Lobrano Guth, editor, THE
LETTERS OF E.B. WHITE, Harper &
Row, \$15.00
John Keegan, THE FACE OF BATTLE,
Viking, \$10.95

WASHINGTON POST BOOK WORLD - 12/19
(tentative)

John Gardner, OCTOBER LIGHT, Knopf,
\$10.00
Quentin Bell, ON HUMAN FINERY,
Schocken, \$14.95
Georgina Howell, IN VOGUE,
Schocken, \$34.95
Alexander Bland, THE NUREYEV IMAGE,
Quadrangle, \$15.95
Mikhail Baryshnikov, BARYSHNIKOV AT
WORK, Knopf, \$17.50
Jean Lipman, CALDER'S UNIVERSE,
Viking, \$25.00
Andre Malraux, PICASSO'S MASK, Holt,
Rinehart & Winston, \$10.00
Michael Lally, editor, NONE OF THE
ABOVE: NEW POETS OF THE USA,
Crossing Press, Trumansburg, NY,
\$8.95, paper \$4.95
Paul West, GALA, Harper & Row, \$10.00
Richard Rovere, ARRIVALS AND DEPARTURES
Macmillan, \$10.95
Lawrence Goodwin, THE DEMOCRATIC
PROMISE: THE POPULIST MOVEMENT IN
AMERICA, Oxford, \$19.95
Leonard Silk, THE ECONOMIST, Basic,
\$10.95
Leonard Silk & David Vogel, ETHICS
AND PROFITS, Simon & Schuster,
\$7.95

Newspaper Enterprise Association/
ALA "About Books" release - 12/10

Arnold J. Mandell, THE NIGHTMARE
SEASON, Random House, \$7.95
Jeanne Parr, THE SUPERWIVES, Coward,
McCann & Geoghegan, \$8.95
Bob Woolf, BEHIND CLOSED DOORS,
Atheneum, \$9.95
Bill Bradley, LIFE ON THE RUN,
Quadrangle, \$8.95

NEW ABA MEMBERS - DECEMBER 1976

Publishers please note. These booksellers will appreciate being added to your mailing lists and being called on by your reps. Asterisk indicates a new bookstore.

ALABAMA

Mrs. Jimmie L. Gray
P-J BOOK STORE
322 Broad Street
Gadsen, AL 35901

Ms. Wanda M. McCluney
NEW ENGLAND BOOK &
PIPE SHOP
604 E. Patton Avenue
Montgomery, AL 36111

ALASKA

*Manager
ALASKA BOOK CO.
700 East Bensen M-2
Anchorage, AK 99503

Ms. Meta Armoun
ALL I SAW BOOK & ART
Box 868
Wasilla, AK 99687

ARIZONA

*Manager
B. DALTON BOOKSELLER
Tri City Mall
1842 W. Main Street
Mesa, AZ 85201

*Ms. Sara Baird
SUNPATH BOOKSHOP
6062 N. 16th St.
Phoenix, AZ 85016

Ms. Joan Schieszer
THE BOOK WORM
Wilmore Bldg. - Hancock
Road
P.O. Box 2350
Riviera, AZ 86442

ARKANSAS

*Mr. Frederic Ensminger
OFF THE PRESS
Jefferson Square
Pine Bluff, AR 71603

CALIFORNIA

*Mr. Walter E. Caldwell
CALDWELL'S CORNER
P.O. Box 1316
Burney, CA 96013

Ms. Elena Young
FELLOWSHIP OF FRIENDS
BOOKSHOP
P.O. Box 4853
Carmel, CA 93921

Mr. David L. Schwartz
THE LEARNING CO.
P.O. Box 5111
Carmel, CA 93921

CALIFORNIA (cont'd)

Ms. Donna M. Bush
THE BOOKSHELF
160 Downtown Plaza
Chico, CA 95926

*Manager
J.K. GILL
202 Puente Hills Mall
City Of Industry, CA
91748

*Manager
J.K. GILL
Valico Park Mall
10123 North Wolfe Rd.
Cupertino, CA 95014

*Mr. R. Nicholas Schmidt
SUNFLOWER METAPHYSICAL
BOOKSHOP
P.O. Box C - State
Hwy. 116
Duncan Mills, CA 95430

*Mr. Lee M. Fox
WESTERN STATE UNIV.
COLLEGE OF LAW
BOOKSTORE
1111 State College Blvd.
Fullerton, CA 92631

*Manager
B. DALTON/PICKWICK
122 Glendale Galleria
Glendale, CA 91210

*Ms. Helen Sauser
CHANCERY LANE BOOKSHOP
1485 Foothill Blvd.
La Verne, CA 91750

Mr. Barry R. Levin
SCIENCE FICTION &
FANTASY LITERATURE
2253 Westwood Blvd.
Los Angeles, CA 90064

*Manager
ACADEMY OF ATLANTIS
12201 Wilshire Blvd.
Los Angeles, CA 90025

*Ms. Cynthia Waits
THE MAGICK SHOP
2304 Highland Ave.
National City, CA
92050

Mr. Richard W. Hostrop
ETC.
P.O. Drawer 1627-A
Palm Springs, CA 92262

CALIFORNIA (cont'd)

*Mr. Curtis E. Kerth
BECKY'S HALLMARK &
BOOK SHOP
8405 Van Nuys Blvd.
Panorama City, CA
91402

*Manager
B. DALTON BOOKSELLER
Hilltop Mall
2431 Hilltop Mall Rd.
Richmond, CA 94806

*Mr. Ron Romano
BOOKFINDERS OF SAN
DIEGO
P.O. Box 19390
San Diego, CA 92119

*Ms. Necia A. Salan
THE BOOK RACK, INC.
D/B/A Cover To Cover
2254 Clement St.
San Francisco, CA
94117

*Ms. Robin Brennan
GALAXY TRADING CO.
524 Union Street
San Francisco, CA
94133

Ms. Jennie Quinn
BOOKSTORE ON MAIN
STREET
213 Main Street
Seal Beach, CA 90740

*Ms. Louise Bloom
LOUISE'S QUILTWORKS
14106 Ventura Blvd.
Sherman Oaks, CA 91423

*Ms. Pamela Bennet
THE LEARNING TREE, INC.
24542 Hawthorne Blvd.
Torrance, CA 90505

COLORADO

*Ms. Linda S. Miller
THE BOOK GALLERY
Tamarac Sq. Shopping
Ctr.
3405 S. Tamarac Dr.
Denver, CO 80231

DISTRICT OF COLUMBIA

Mr. James S. Louvis
HOTEL DUPONT PLAZA
(Newstand)
1500 New Hampshire Ave.
N.W.
Washington, D.C. 20036

FLORIDA

*Mrs. Marjorie Radcliffe
CRAYTON COVE BOOKSHOP
784 12th Ave. South
Naples, FL 33940

Mr. John J. Kish
PAPERBACK BOOK EXCHANGE
1441 Dixon Blvd.
Cocoa, FL 32922

*Ms. Rosalee Miller
WOMANSTORE
12 Northwest 8th Street
Gainesville, FL 32601

*Mr. Stephen Poznanski
MI-WORLD BOOK STORE
511 W. 49th Street
Hialeah, FL 33012

*Ms. Marion Salter
BOOK BAZAAR
4525 Sheridan St.
Hollywood, FL 33021

*Mrs. Sue Ross
BOOKTOWN STORES
1514 N. 3rd Street
Jacksonville Beach, FL 32250

*Ms. Gwendolyn A. Appleget
BOOK NOOK
Waldorf Shopping Plaza
Key Largo, FL 33037

Mr. Julian I. Jones
CITY NEWS STAND
901 E. New Haven Ave.
Melbourne, FL 32901

*Mr. Bernard Farber
THE BOOK SHOP OF KENDALL
MALL, INC.
8865 S.W. 107th Ave.
Miami, FL 33176

*Mr. Sam Price
THE BOOKSHELF
12616 N. Kendall Dr.
Miami, FL 33186

Mr. Stephen Braunstein
BRAYMAR BOOKS, INC.
7430 66 Street North
Pinellas Park, FL 33565

*Mr. Forbes Lindenfield
SUNNYS AT SUNSET, INC.
8260 Sunset Strip
Sunrise, FL 33322

aba trends

SALES & TRENDS

In this last TRENDS before Christmas it would be nice to report that business is booming and booksellers everywhere are cheerful and happy and that the cash registers are ringing at record rates. Such is not the case. Generally, even though it's still too early to make a final judgment, the optimism reported in the last TRENDS is slowly slipping away. A few stores are reporting record sales but the majority are even with last year or, in all too many cases, behind.

While local situations, such as the case of cities and towns along the Mexican border which have been hurt by the devaluation of the peso, continue to contribute to the mixed economic picture, the reports from other retail businesses confirm that patterns are difficult to discern. Christmas sales figures will probably end up setting some kind of record for being the least analyzable in recent memory.

One statement heard again and again is that there is no one big title in particular demand this Christmas, no big book that is bringing people off the street. Titles in all categories are selling, with the leaders being those books already on the best-seller lists. Titles most often cited are PASSAGES, ROOTS, BLIND AMBITION, THE GRASS IS ALWAYS GREENER OVER THE SEPTIC TANK, ADOLF HITLER, TRINITY, THE RIGHT AND THE POWER and, surprising to many booksellers, THE HITE REPORT. General non-fiction is the leading category in every store we spoke to. Cloth fiction is doing poorly with the exception of listed bestsellers. In addition to TRINITY, titles reported as selling well are SLEEPING MURDER, STORM WARNING, LOVERS AND TYRANTS, THE USERS, MARRY ME, RAISE THE TITANIC and ORDINARY PEOPLE.

Trade paper continues to be very strong this Christmas, though here too there are pockets of disappointment. One bookseller said, "There is no resistance anymore to

giving a paperback as a gift." Again, there are no big titles that dominate everyone's sales. Titles most often mentioned were THE PEOPLE'S ALMANAC, CAT CATALOGUE, THE ILLUSTRATED CAT, JOY OF SEX, SYLVIA PORTER'S MONEY BOOK, the various MARVEL COMICS titles from Simon and Schuster, DOONESBURY CHRONICLES, LIVING PLACES and CREPE COOKERY.

Gift book sales are very mixed. Some stores report doing extremely well with WYETH AT KUERNERS and GEORGIA O'KEEFFE, while others are disappointed. There seems to be no pattern to where the good sales are taking place, and where sales have not materialized, despite heavy advertising campaigns everywhere. One bookseller said the title he thinks people will rush to buy at the last minute is the GEORGIA O'KEEFFE, and said he hopes to be in stock on this title December 20th. Other high-priced gift books that were reported as selling well include THE HOUSE BOOK and THE NATIONAL GALLERY OF ART, WASHINGTON, D.C. All of these gift books are attracting a good share of browsers, and booksellers are hoping these people will return to become buyers as Christmas draws closer.

In almost every area of the country there seems to be a strong regional title. For example, THE GAME OF THEIR LIVES in Baltimore, THREE AND A-HALF HUSBANDS in Cleveland, and TARKENTON in Minneapolis.

Boxed paperback sets continue to do extremely well, with particular success this year on sales of children's boxed sets. Stores report doing well with the Judy Blume boxed set, LITTLE HOUSE ON THE PRAIRIE, and Newbery Award Winners. Other boxed sets reported doing well are the JOHN JAKES BICENTENNIAL SERIES, URSULA LE GUIN, TOLKIEN and DOONESBURY. Calendars are very strong, and bestsellers continue to be CAT, TOLKIEN, FRAZETTA, SIERRA CLUB, STAR TREK, and the WATERSHIP DOWN CALENDAR.

Generally, mass market sales don't keep up with higher ticket items at Christmas time, and no major new titles are released. This is true again this Christmas. Among the mass market titles selling extremely well are SYBIL, AUDREY ROSE, LIFE AFTER LIFE, CURTAIN, and DORIS DAY: HER OWN STORY. The TV tie-in of the month is THE MONEYCHANGERS, and sales on this and other Arthur Hailey titles should take off.

On the East Coast and in the Midwest, the UPS strike has been extremely aggravating, if not disastrous, to many booksellers. Most stores report extreme delays in publisher shipments sent via the post office and are relying very heavily on the wholesalers. Here too, reports of service from wholesalers vary tremendously, from very good, with no problem in receiving shipments, to complaints that wholesalers were not adequately prepared to meet the demands. Many stores are taking advantage of driving directly to wholesalers, wherever possible, to pick up orders. Stores in the East and Midwest are having practically all publisher shipments sent special handling, with some publishers picking up the tab.

(over)

Many stores report shipments coming in from the Post Office arriving so badly damaged that the books, including new releases, are unsalable. One area in particular that has suffered as a result of the strike is the shipment to stores on orders of boxed stationery, greeting cards and deliveries of PG's. Stores are extremely cautious in placing orders for this merchandise as they are afraid orders may not arrive in time for Christmas. On book orders, some Eastern stores stopped promising Christmas delivery to their customers as of December 1, while in other years delivery would be possible on orders taken through the 10th of the month. As one Connecticut bookseller summed up the UPS and Post Office delivery problems, "It's dollars out of the register." All booksellers should be extremely careful when mailing books for customers and should allow for a cut-off day. Postal service is way behind and it appears that such services as "special handling" don't mean very much.

As Christmas draws nearer, we hope that business continues to do well in areas where it is reported good, and that where business is slow, people will wake up and get into the stores. Remember the points emphasized in the last TRENDS Christmas Survival Kit. Good sales to all.

Cyd Rosenberg
Educational Assistant

TRENDS/TALK

In his 1976 Bowker Memorial Lecture, Sam Vaughan alluded to the fact that we are in an incredibly noisy business packed at each end with silence: the silent art of writing and the silent act of reading. Right now we, as booksellers, are smack in the middle of the noisiest part of the year: the busiest, the tensest, the most exhausting, and, for most of us, the period where we find out if we've made it through yet another season.

It's a time when, if we're not struggling to get books shipped on time, we're looking over our shoulder to make sure that someone didn't slip a copy of ROOTS into their shopping bag. We're haranguing the publishers, cajoling the staff, having to say "No, I'm sorry" too many times and worrying about getting mugged on the way to the bank.

Unfortunately, because of the sound and the fury of the season, it's also a time when

Most of us were attracted to bookselling because the act of putting a book and a person together is a wondrous intellectual act - an act of ultimate satisfaction and reward. We're here because we love books and love what books mean not only to individuals but to our community and our culture. We are the last and most important link in a very long and complex process.

Let us, then, in this noisiest of all seasons, take time to remember the final silent act: the reading. When we close our doors on Christmas Eve, let's remember what we've done and why we've done it: all the Uncle Harrys across America well into the third chapter before the turkey's even out of the oven; the Aunt Mabels who can't wait 'till the family leaves so they can start reading their new novel. But most particularly, let's remember the children - squealing in mock horror at WHERE THE WILD THINGS ARE or patiently identifying Richard Scarry's wonderful characters or quietly absorbing the Hardy boys - perhaps discovering the wonder and mystery of a book for the first time. What better Christmas present for each of us than to remember that we, in a large way, have been responsible for putting these books in those hands. That is our reason for being booksellers.

Next month this column will return to problems, aggravations, profits and ideas. I've stated before that "we can get there from here" and one of the ways we can best accomplish this goal is to never lose sight of the fact that we are booksellers because we love and respect books and are proud of our involvement in this industry. Perhaps the Christmas holidays are the perfect time to remember this.

Barry T. Hildebrandt
Associate Director

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MERRY CHRISTMAS - TO ALL OF YOU FROM ALL OF US

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